

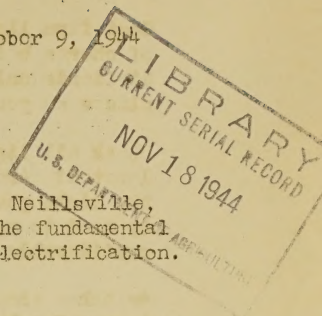
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UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration
St. Louis 2, Missouri

October 9, 1944

NEWSLETTER TOPICS

THE FUTURE OF RURAL ELECTRIFICATION



In a recent address before the Wisconsin Electric Cooperative at Neillsville, Wisconsin, Secretary of Agriculture Claude R. Wickard outlined the fundamental principle that should underlie the future development of rural electrification. He said, in part:

"I well remember when rural free delivery first came down our country road when I was a boy. Long before the first delivery, we had put up the mail box, and I never will forget the thrill I received when the first mail was put in that box. The world seemed a lot smaller that day. Neither will I ever forget the installation of the first telephone in our home; that occurred many years after mail delivery started, of course. But neither of these occasions compared at all with the thrill I experienced when I came in from the field late one evening to find the barns and house flooded with lights furnished by a home generating plant my wife and I had been able to obtain. Even with no more than the lights which that plant would furnish, electricity added a cheerfulness and a warmth to our farm life that could come from no other source.

"Now, thanks to REA, we have almost every electrical appliance any city home has. And in addition we have electric pig brooders, electric water heaters for livestock and water piped to every field on the farm. I don't need to tell you people how many steps those things save, or how much more efficiently you can farm when you have them.

"Because of this experience, I want plans made now which will take these modern conveniences to the unelectrified farm homes of America as rapidly as possible.

"There are those, of course, who think that there are large numbers of rural homes which cannot be electrified because of prohibitive costs. I cannot agree that that is necessarily true. It all depends upon whether we have enough vision and imagination to see all the new uses for electricity and how adequately we plan now for the complete electrification of rural America. In any case, as a farmer and as Secretary of Agriculture, I refuse to think in terms of a postwar rural America in which even small numbers of farm families must be satisfied with the kerosene lamp.

"Therefore, I outline the following as the fundamental principles which must underlie the expansion of rural electrification:

"First: Rural homes need electricity as much -- if not more -- than city homes. We can't have a decent standard of rural living without the things that electricity provides for the farm homes. In addition, electricity increases the efficiency of farm production.

"Second: We must look upon the furnishing of electricity to farmers as an opportunity for service to agriculture rather than a means of making a profit.

"Third: REA cooperatives are the best means of getting electric service to the maximum number of people at the earliest date. That is true because REA cooperatives -- the same as all true cooperatives -- are organized for service and not for profit.

"Now I do not anticipate that everyone will be in complete agreement with those principles. However, I do not expect the opposition to come from the ranks of those who have carried in the water and done the family washing and ironing by hand or who have done the chores twice daily in the dim light of a dangerous kerosene lantern,

"It is upon those of us who do agree with those principles that falls the job of electrifying rural America."

HOW GOOD IS YOUR FARM LIGHTING SYSTEM?

Now is the time to check your farm lighting system to make certain that you will have adequate light during the short winter days just ahead.

Good farm lighting can pay big dividends in time saved in the performance of chores before daylight and after dark. However, you will receive these dividends only if your lighting system provides enough light at the right places so you can work efficiently and safely.

Check all lights in the barn and other buildings. Are the fixtures properly located? Are the light bulbs large enough? You may find that you can obtain the light you need by installing another light or two. Or perhaps you merely need to move some of your present sockets. Caution: Light bulbs produce considerable heat. Keep them away from hay and other inflammable material.

Switches should be conveniently located at the main entrances of the buildings. By changing the location of a switch, you may avoid stumbling around in the dark. Your yard light should have a two-way switch so that it can be turned on and off both at the house and at the barn.

A portable light of the type used by garage mechanics can be very useful when you work in your farm shop or around machinery. A portable flood light can be a big help.

Why not jot down a list of the improvements you would like to make in your farm lighting system? Then have a qualified electrician do the job. Wire and other materials now are generally available for small farm wiring jobs.

WATER SYSTEMS NOW RATION FREE

Farmers now may obtain electric water systems without rationing certificates, as a result of a recent War Food Administration order abolishing rationing and distribution controls on most farm machinery and equipment. During the current fiscal year, the War Production Board has authorized manufacturers to produce 300,000 water systems as compared with 250,000 last year.

Electric milk coolers also have been removed from the ration list by WFA and can be purchased without certificates. At the present time, WPB regulations permit the manufacture of milk coolers in substantial quantities.

SOME GOOD EXAMPLES OF NEWSLETTER ITEMS

On Wednesday morning, we received a call from a member stating that the lights on one side of his house were out. Upon answering this call, it was found that one side of his breaker box was off, due to a short circuit caused in running a long extension cord from his house to his packhouse. This extension cord, in itself, is dangerous and in violation of the national wiring code. This call was unwarranted and cost your cooperative, counting time and labor, approximately \$3. We are anxious to render you uninterrupted service, but such a call as this is not our responsibility and is an unnecessary expense to your cooperative. We necessarily will have to make a charge covering the expense of such a call. (From newsletter of Pitt & Greene Electric Membership Corporation, Farmville, North Carolina)

Electricity has been a labor saver for Mrs. Carl Lundahl. She says she has not had a hired girl since she received electricity to help her with her work. (From newsletter of Wayne County Rural Public Power District, Wayne, Nebraska)

We wish to thank the following members for reporting the causes of outages:

Mrs. Warren Strong reported that a derrick had caused an outage at Utah. This saved a lot of time and travel. If it had not been for this information we would have spent a lot of time trying to find what had caused the trouble and of course, never would have as the derrick had been moved away from the line.

Mrs. Lawrence Caldwell, of Lapoint, reported the exact location where a large limb had blown over the line. Therefore, we were able to go straight to the trouble and saved a lot of time. (From newsletter of Moon Lake Electric Association, Mt. Emmons, Utah)